BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 25: Relationship Marketing**
Learning aim(s)	**B:** Investigate the information required to implement relationship marketing **C:** Review the relationship marketing methods of a selected business.
Assignment title	How relationship marketing is used, and its effect on a business
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	**You are continuing your study of the business chosen for learning aim A.** You are continuing your work as an assistant in the marketing department of your selected business. Your manager would now like to implement a relationship marketing strategy for the business but would like to see how this has worked in the business you have been researching.
Task 1	You have been asked to write an individual report in two sections that looks in detail at how relationship marketing (RM) is used in the business you previously selected. **Independent Research on Business X** After previously researching **why** a business uses relationship marketing, you now need to carry out research into **how** this business uses it and whether it is effective. This could include information from the website of the business, screenshots etc. This will be used to illustrate and support your report. **The report – The use and effectiveness of RM in Business X**

	In relation to your selected business, the **first section** of your report should: ● explain the types of information used to develop RM activities in the business ● explain the impact of RM on its marketing mix ● analyse the use of RM information in developing customer relationships, ● evaluate the importance of **customer information** to development and implementation of successful RM The **second section** of your report should explain key factors in developing RM and how your selected business measures its effectiveness in sustaining RM. Evaluate the effectiveness of RM methods in your business making a judgment on the effectiveness of these activities in relation to customer loyalty and purchasing behaviour. Ensure this includes analysis of the financial and non-financial RM methods used by the business to attract and retain customers
Checklist of evidence required	Report Independent research record

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
29/B.D2	Evaluate the importance of customer information to the development and implementation of successful relationship marketing
29/C.D3	Evaluate the effectiveness of relationship marketing methods in a selected business and their effect on customer loyalty and purchasing behaviour.
29/B.M2	Analyse the use of relationship marketing information in developing customer relationships in a selected business.
29/C.M3	Analyse the financial and non-financial relationship marketing methods of a selected business.
29/B.P3	Explain the types of information used by a selected business to develop relationship marketing activities
29/B.P4	Explain the impact of relationship marketing on the marketing mix of a selected business.
29/C.P5	Explain the relationship marketing methods of a selected business.
29/C.P6	Explore how businesses can judge the effectiveness of relationship marketing methods.

Sources of information to support you with this Assignment	**Websites** **www.cim.co.uk**

	The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. **www.marketing-schools.org/types-of-marketing/relationship-marketing.html** Marketing Schools produces helpful guides and notes on different marketing strategies used by professionals. **https://referralrock.com/blog/relationship-marketing** Referral Rock is a blog site for growth marketing and insights, producing blogs and guides.
Other assessment materials attached to this Assignment Brief	None